



The Shows of Christmas Past

Christmas Shows and Pantomimes are a chance to engage audiences that are not typical theatre-goers. Social, family-minded groups like Trips and Treats and Dormitory Dependables are the bread and butter of the holiday season, so what do we know about them and their booking habits for festive outings? This snapshot takes a peek.



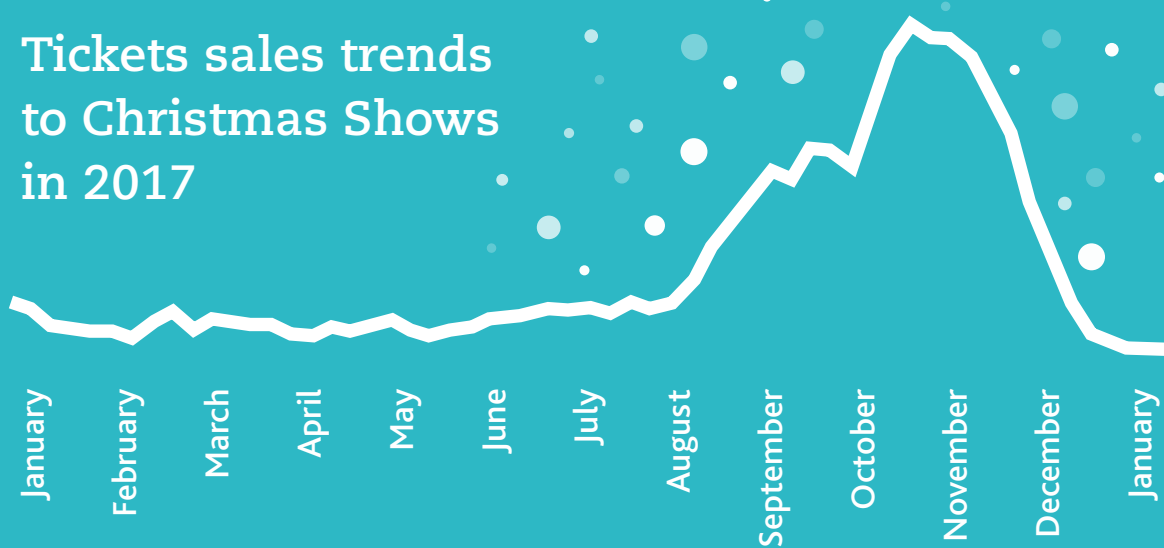
25%

of all Christmas Show and Pantomime bookings are made in **November**

23%

of festive performances take place in the **week leading up to Christmas**

Tickets sales trends to Christmas Shows in 2017



November is, unsurprisingly, the peak month for ticket sales, generating 24% of all revenue in 2017. Overall, sales begin climbing rapidly from mid-September.

When do audiences book to see Christmas Shows?

On the day	5%
The day before	3%
2 weeks before	19%
1 month before	15%
3 months before	35%
6 months before	12%
A year in advance	11%

	Christmas Shows	Pantomimes
Performances	3,460	3,480
Tickets Sold	860,00	1,710,000
Income	£14m	£32m

The most performed Christmas Show and Pantomime of 2017...

16%

of all tickets sold

Jack and the Beanstalk



A Christmas Carol

5%

of all tickets sold

Though number of performances are almost equal, Pantomimes attracted 60% more bookers, buying twice as many tickets and generating over twice as much income as other Christmas Shows. Venue size is a factor here, so we'll be watching the trends to see how they develop.



For 51% of people who booked for a Christmas Show or Pantomime in 2017, it was the **only** theatrical performance they attended that financial year.

Top Audience Spectrum Group

Average party size

Christmas Shows and Pantomimes



Dormitory Dependables

5.6

Children and Family Shows



Dormitory Dependables

3.9

Musical Theatre Productions



Dormitory Dependables

2.9

Plays and Drama Performances



Commuterland Culturebuffs

2.4

Highly engaged Audience Spectrum groups – Metroculturals, Commuterland Culturebuffs and Experience Seekers - attend a broader variety of Christmas Shows than traditionally mid to low engaged arts audiences, who favour Pantomimes.



Over half of Christmas Show and Pantomime bookings are for 4+ tickets



Scroll through the Audience Spectrum profiles to understand how to better engage these groups